



Contacts: Tammy Linn  
Arizona Character Education Foundation  
(602) 542-1755  
[tlinn@ade.az.gov](mailto:tlinn@ade.az.gov)

Mary Little  
CKPR  
(602) 417-0692  
[mlittle@ckpr.biz](mailto:mlittle@ckpr.biz)

### **MEDIA ALERT**

#### ***FIRST ANNUAL CHARACTER CHALLENGE RUN/WALK TO SUPPORT EDUCATION Arizona Character Education Foundation Helps Arizona Youth***

**WHAT:** On Sunday, Feb. 12, Arizonans of all ages will lace up their running shoes to take part in the first annual Character Challenge Run/Walk in downtown Phoenix.

Character Challenge is a 6K run/walk benefiting the Arizona Character Education Foundation, an organization designed to equip and mobilize parents, educators and others who instill the traits of positive character in the lives of youth.

The run/walk is open to all ages, including individuals with special needs. Three separate runs/walks are scheduled to begin during the 8 a.m. hour. Every participant will receive a free t-shirt.

**WHEN:** Sunday, Feb. 12, 2006; 8 a.m.

**WHERE:** Wesley Bolin Plaza  
17<sup>th</sup> Ave. and Jefferson St., Phoenix

**EVENTS:** **1 Mile Fun Run/Walk** (8 a.m.)  
Non-competitive event for every ability level

**6K Competitive Run** (8:15 a.m.)  
This timed race will crown individual overall champions and the top three champions for 15 different age groups

**6K Non-competitive Run/Walk** (8:30 a.m.)  
From strollers to sneakers, every ability level is welcome

**REGISTRATION:** Individuals and teams can register for the inaugural event by visiting the Arizona Character Education Foundation Web site at [www.azcharactereducation.org](http://www.azcharactereducation.org). Registration fees for the events directly benefit the Arizona Character Education Foundation. Walk brochures are available at Bashas' stores statewide.

Costs for participants range from \$15-\$28.

#### **ABOUT ARIZONA CHARACTER EDUCATION FOUNDATION:**

The Arizona Character Education Foundation was established in 2000 to facilitate and promote the six pillars of character education: trustworthiness, respect, responsibility, fairness, caring and citizenship. The organization also offers character education grants to schools/non-profits; provides free parenting books and character-related materials; and provides free character education training. For more information, visit [www.azcharactereducation.org](http://www.azcharactereducation.org) or call (602) 542-1755.